

# UW Social Media Technologies & Implementation Course

## Week 3

- **Theme: Social Media Strategy: “Have One/Make One/You Need One”**
- **Minute Paper Updates/#WINNERS**
- **Guest Speaker: Isaiah Brookshire from Vittana**
- **Update Community Management Project/Group Huddles**

October 17<sup>th</sup>, 2012

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# Housekeeping

- Minute Paper Submissions seem low last week (please complete)
  - #Winners from last week (Derek/Blake Reveal)
- Attendance sheet on wiki (don't fall behind)
  - Use names we can associate with you
- Individual book review/project ideas (share w/Blake) – will create a sheet on the wiki
- Group projects presentations starting week 6/7
  - Sign up on the wiki soon (2 per week)
  - Class huddle time this week & next for 15 to 30 minutes
- Groundswell class room discussion next week – Get reading

## Around the Social Media Space This Week

Last evenings Debate – Are Tuesday's better for viewing/engagement than Wednesday's?

What else happened this week?

# Minute Papers/#Winners

## #1

While this is time-sensitive to the upcoming election, I'd love to do something like this for the Approve Referendum 74 campaign. Create an interactive wedding video which takes images of yourself and a partner (any sex), inserting details about your life taken from Facebook, date of engagement perhaps, etc. (The key is to automate the process without asking for a lot of user input, making it seem like "magic.") I think it would be a great engagement tool – probably wouldn't change any minds, but would combat apathy among passive supporters to get out and vote – and would help promote the message in a positive manner.

## #2

The need for adult Big's, primarily male and ethnically diverse, is a growing problem for BBBSPS. I would like to see a campaign that focuses around the slogan "I am a Big Brother". The purpose would be to show that every type of person can be a Big and identify the existing Big's in hopes to recruit others. I would also like to promote the different kinds of fun activities a Big and Little can do together. ("I am a Big Brother and I like to \_\_\_\_\_" -> go to Mariners games, watch the Seafair airshow, play catch, etc.)

## Guest Speaker: Vittana

Vittana works in 12 countries, reaching thousands of youth and continues to grow exponentially. Vittana pioneered the Vittana Loan — a \$750 student microloan that fights youth poverty at the root cause, tripling a girl's income beyond \$10 a day and empowering her to think beyond her home's four walls. Vittana is an award-winning organization (Fast Company, Seattle 2.0) and its impact has been highlighted in the Economist, Wall Street Journal, New York Times and many others.

**Week 3:**

**Social Media Strategy:**

**“Have One/Make One....You’ll Need One”**

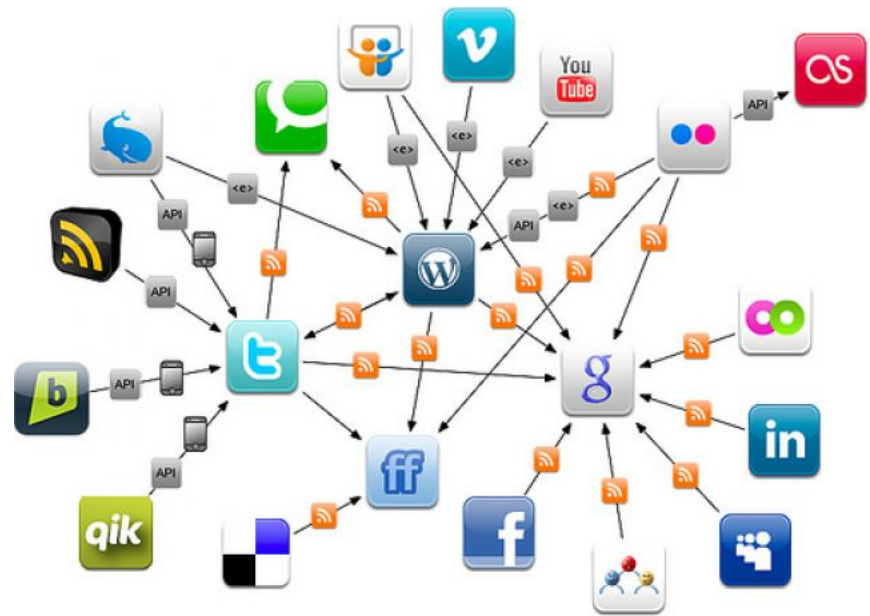
# Recap/Introduction

As discussed, the barriers and costs for entry in social media are low, but it isn't as easy a tweet!

It's a long-term commitment that involves:

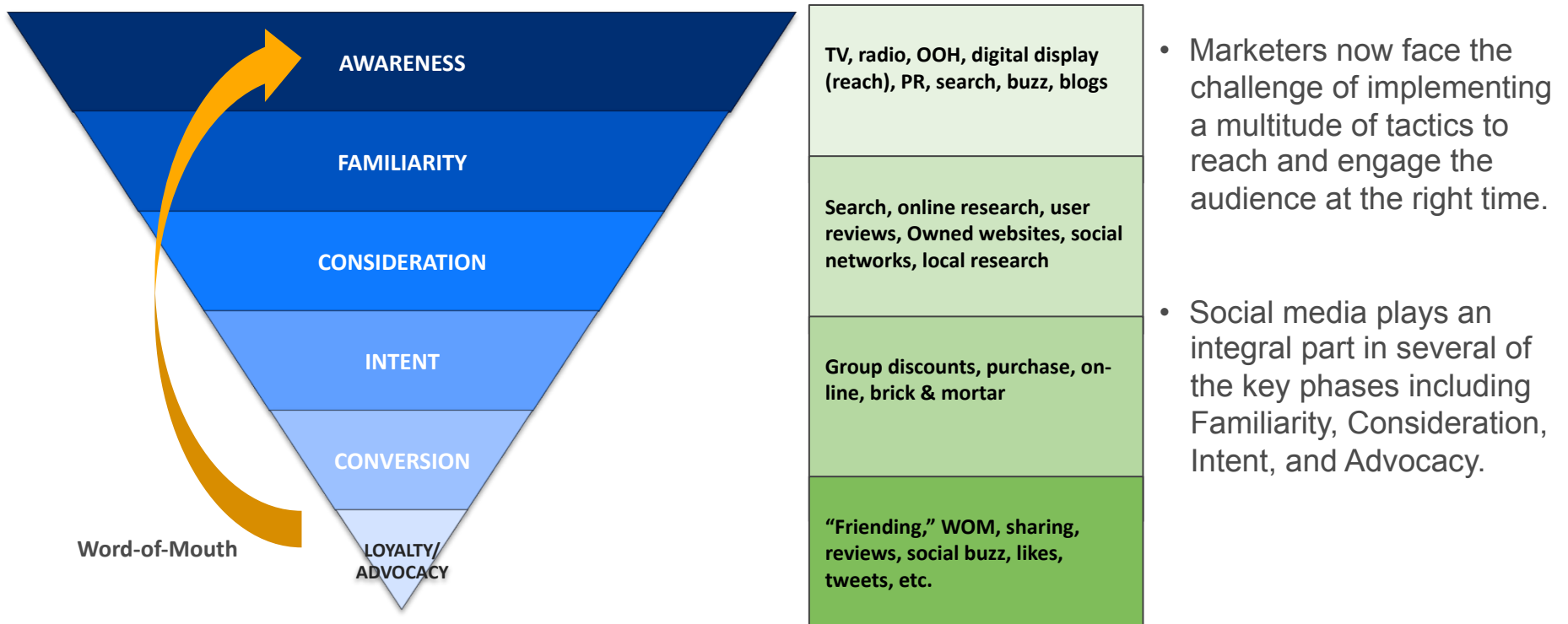
- Time
- Planning
- Resources
- Patience
- RESULTS

Understanding who, what, where, why & how, Social Media fits into an organization is critical.



# Recap – Social Media & The Marketing Funnel

## The Role of Social Media Within the Marketing Funnel





# Recap – The Role & Impact of Word-of-Mouth

- A May 2011 study conducted by Zuberance indicated that 94% of consumers trust Word of Mouth sources (from friends, co-workers, peers, review sites, etc.), while just 14% trust traditional advertising messages.
- There are over 3.5 billion brand-related conversations in the US each day.
- There are 500 billion Word of Mouth impressions each year in the US on the social web.
  - (WOM impressions such as Facebook posts, tweets, blog posts, etc.).
- Word of Mouth is the #1 driver of buying decisions across almost every product category in the US.



*Image from Zuberance study*

## Creating A Strategic Framework

Hope is not a strategy

## Key Strategy Questions:

- Is my organization set up for long-term success in the social media space?
- How can my organization use social media effectively?
- What and where should my organization invest in?

## Establish a Success Framework/Baseline

- **Social Governance** – Define and implement business processes, policies, guidelines, and technology needed to support your organization within the social media space.
- **Strategy Planning** – Determine how to best leverage social media and where to invest in for long-term sustained success.
- **Implement Ongoing Programming** - Continuous input and insight across social media campaigns and long-term program.

# Key Philosophies

1. **Root your strategy** - A successful social media strategy is tightly aligned with key business goals and objectives.
2. **Truth in data** – Establishing meaningful measurements and a data-centric approach.
3. **Make it personal** - Great communications begin with understanding the individuals who make up your audience, their behaviors, their likes, their dislikes, and what motivates and inspires them.
4. **Organize for success** - Operational excellence across an organization and its partners is the foundation to a successful social media program.
5. **Provide something of value** - Relevant, entertaining, and useful content fuels conversation, sharing, and engagement.
6. **Create 'liquid' content**- Content must be discoverable, portable, shareable, and measureable across the fragmented digital landscape.

# Action 1: Create Social Governance Framework

**Do or develop the following:**

- **Internal Readiness Assessment**
  - Assess all facets of your social media business including your team structure, policies, guidelines, operational processes, and social media technologies.
- **Policies, Guidelines, & Process**
  - Develop internal organizational policies and guidelines for all employees for directional guidance on how and when to engage in social media.
  - Define social media channel engagement processes
  - Establish clear communication paths and escalation routes between key personnel and business groups
  - Roles and responsibilities definition
- **Training and Workshops**
  - Conduct one-off or series of trainings/workshops for all levels of your organization
  - Education on corporate policies and guidelines, social media code of ethics & best practices

## Action 2: Create A Roadmap of Actions/Outputs

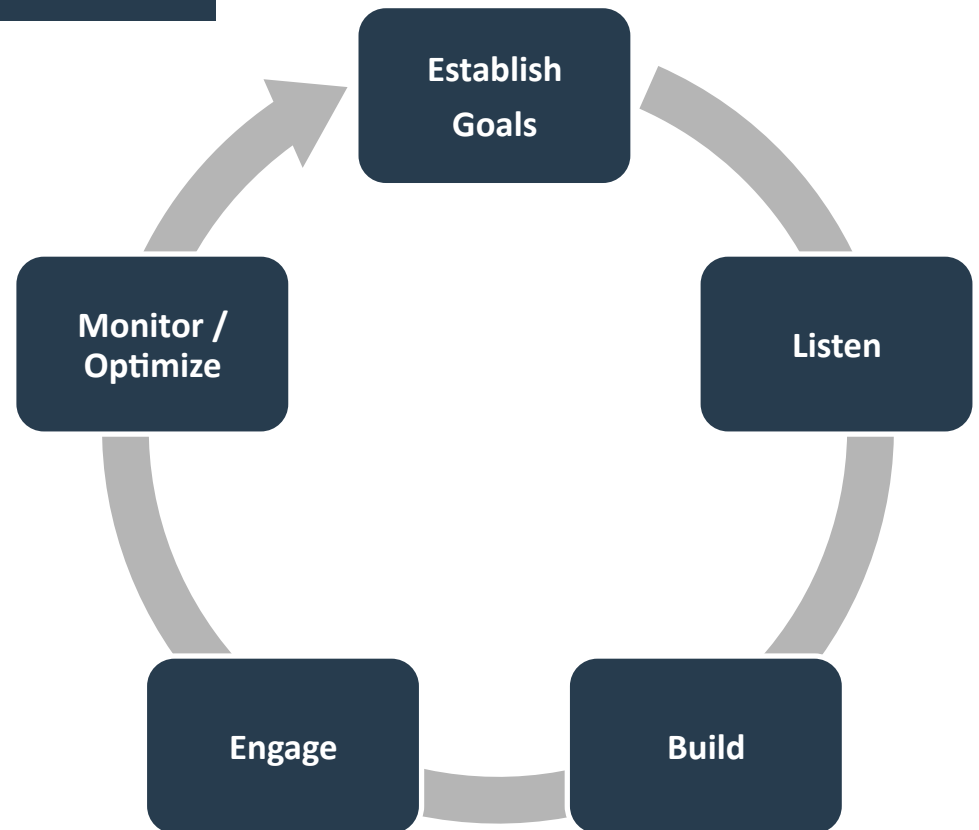
- **Social Media Landscape Assessment**
  - Understand how to talk with your audience and what kind of messages resonate with your community in social
- **Social Ecosystem Review/Audit**
  - Baseline assessment of where organization and competitors are in social
- **Social Media Business Strategic Road-mapping**
  - A framework that provides strategic direction and a go-forward approach for your social media
- **Campaign & Content Plan Development**
  - Development of a strategic project/campaign plan to an organizations initiatives.
- **KPI and Metrics Scorecards**
  - Definition of essential KPIs/metrics that directly align with business objectives and social media strategy.

## Action 3: Programmatic Approach

A cyclical approach to social media is essential to grow and sustain a long-term social media program.

Any successful social program begins with a clear sense of direction defined by established **goals**.

Social media requires a constant cyclical approach focused on **listening** to your audiences, **developing** communities and **engaging** them with content they value, and regularly **measuring** and **optimizing** to improve and deepen the one-to-one connections between the brand and its community members.





# Benchmark Social Maturity

	LISTEN	LEARN	ENGAGE	ANALYZE	OPTIMIZE
TOOLS	FREE ALERTS	DASHBOARD	SOCIAL TOOLS ANALYTICS	COLLABORATION ANALYTICS	SHARED ENTERPRISE WIDE COLLABORATION
PROCESS	SINGLE FUNCTION	MULTIPLE INDEPENDENT. FUNCTIONS	DOCUMENT END-TO-END PROCESS	INTEGRATED PROCESSES	END-TO-END PROCESSES
PEOPLE	DISCOURAGED	INDIFFERENT	MANDATED	FORMAL INTENDED	CUSTOMER-CENTRICITY
GOVERNANCE	"COWBOY"	INDEPENDENT TOOLS	CONSOLIDATED TOOLS	IT DRIVEN	BUSINESS DRIVEN
MEASUREMENT	TRAFFIC MENTIONS	SENTIMENT UTILIZATION	NEEDS AND WANTS	PROCESS-CENTRIC FEEDBACK	SHARED SCORE CARDS/ METRICS

# A Sample: A Social Initiative Strategic Plan - Establishing a Clear Mission & Purpose

- Organization X wants to effectively familiarize, educate, and encourage customers and prospects to register for its new individual plans. The plans will be officially rolled out in 2013.
- Position retail product information along with audience interests, such as health and wellness, to help establish ongoing and continuous engagement in order to sustain interest.
- Break through the noise – all content should provide audience value, be easily discoverable and easily shareable.
- Getting current and potential customers on board with Organization X will require effective social branding. Enabling customers to share, discuss, and review is an integral component of moving prospects from consideration/intent to signing up for a retail plan and then sharing with others.
- Above all else, EXPLORE!
  - Explore a wide range of content (topics) and content types (videos, polls, quizzes) that are geared toward each audience – measuring the engagement around content will inform us about what your audience cares about and wants to discuss, re-tweet, and share.

# Sample: "What You Know"

## Key findings

General discussions in the social space centered around:

- Cost & expense
- Types of available coverage and eligibility

Dependent on age, a wide range of health & wellness topics are discussed.

- 18- 29 – personal focused, staying fit
- 30-45 – work-life balance, living on a budget, staying healthy
- 46-65+ hobbies, leisure activities, employed vs. retired

Specific to healthcare purchase decisions, social media usage was reported to be the highest among people ages 35-45.

Audience perception of insurance providers tends to be neutral to negative.

- Poor customer service and emotionally charged topics.

Blogs and forums generate more personal discussions around weight-loss, miscarriage, etc. while Facebook and Twitter focus more on low-risk concerns like customer experiences, etc.

## What this means for Organization X

**Be open with providing product details** - Provide value through transparency and simplicity with communications and content.

**Provide relevant content** – Content based on audience interests.

- Content should compliment Organizations X values (local info, general tips, etc.) and engage, promote sharing, and interaction with the brand.

**Diversify content to keep them interested** – Incorporate local and cause-marketing content to better connect the brand with its diverse audience base.

- Include local 3<sup>rd</sup> party relevant content, general life tips, etc.

**Leverage all Organization X's Owned Media channels effectively**– Utilize each channel based on their strengths for effective audience communication and engagement.

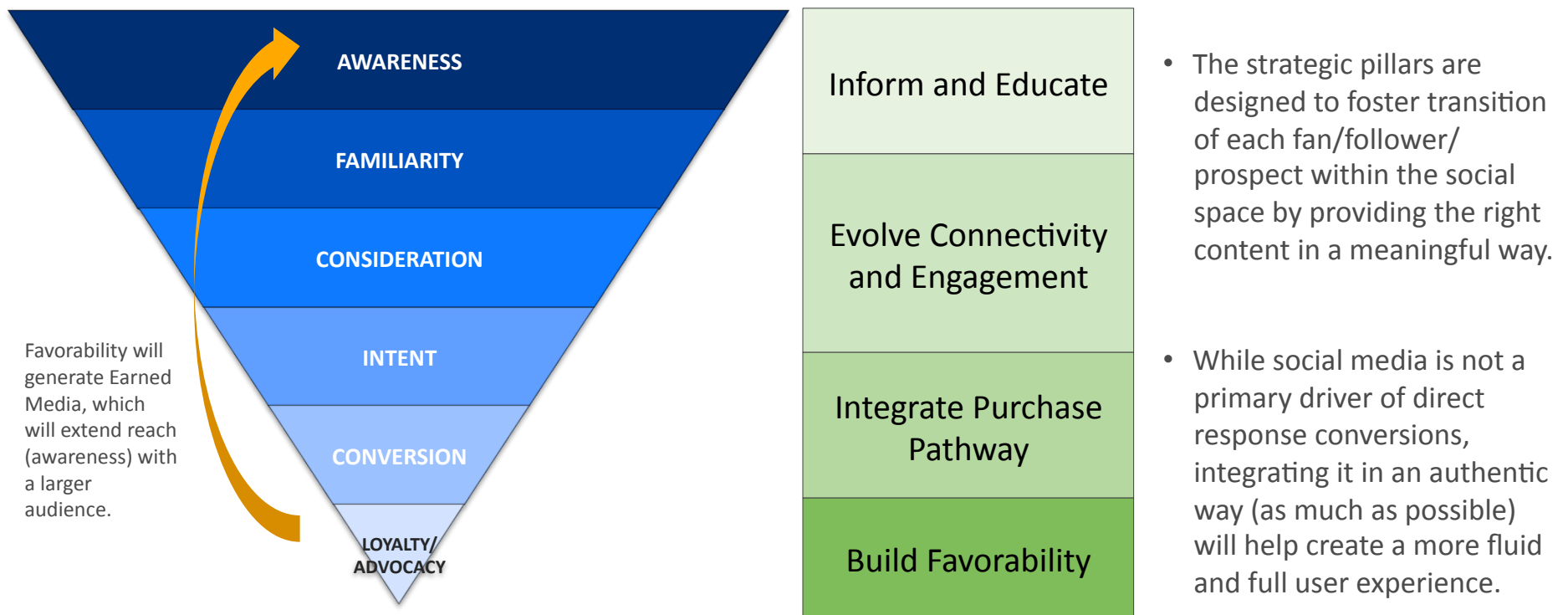
**Be accessible** – Opportunity for Organization X to establish social media as a channel to showcase customer stories and experiences with Organization X.

- Create a personalized experience around individual retail plans.

# Sample: Develop Social Strategic Pillars

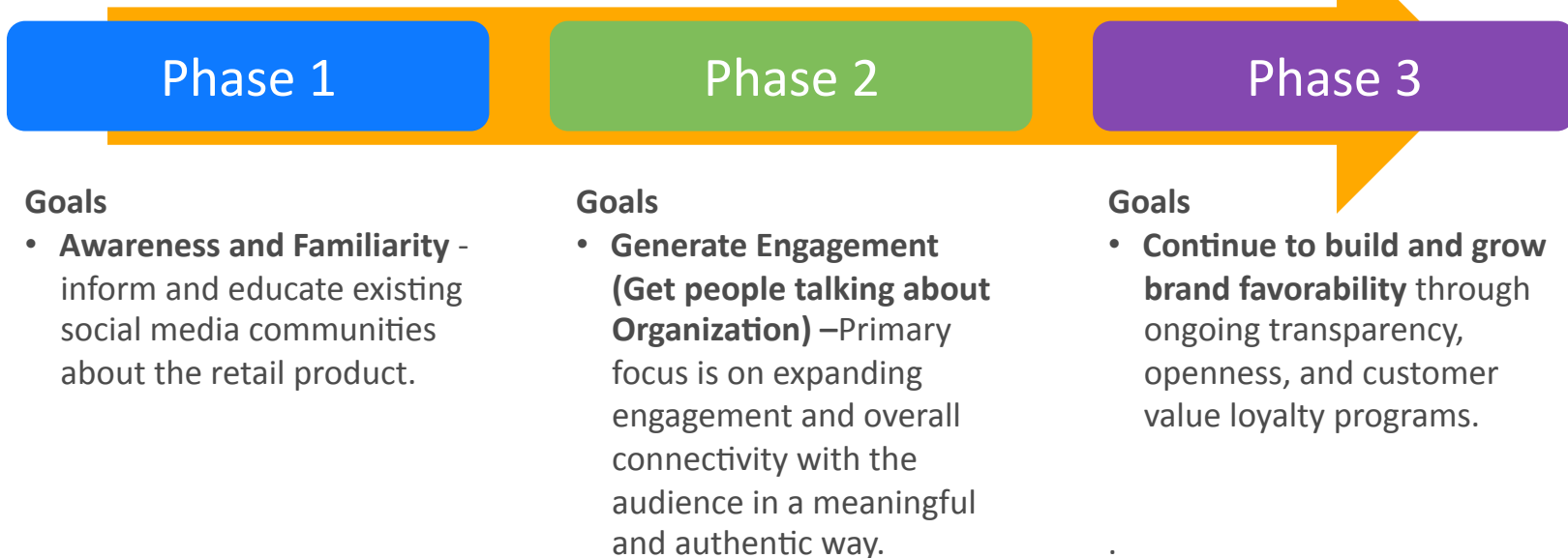
Strategic Pillar		Recommendation
INFORM AND EDUCATE	➤	<ul style="list-style-type: none"><li>• Increase awareness and familiarity with retail products.</li><li>• Provide value through clear, simple, and transparent content – we do this to shape and shift perceptions.</li><li>• Starting point to personalize overall retail experience.</li></ul>
EVOLVE CONNECTIVITY AND ENGAGEMENT	➤	<ul style="list-style-type: none"><li>• Demonstrate customer-centric values.</li><li>• Deepen audience and brand connection – give them a reason to talk, share, and sign-up!</li></ul>
INTEGRATE PURCHASE PATHWAY	➤	<ul style="list-style-type: none"><li>• Integrate registration/purchase functionality within the social experience in an authentic, non-invasive manner (e.g. simple and seamless user experience).</li></ul>
BUILD FAVORABILITY	➤	<ul style="list-style-type: none"><li>• Opportunity to provide value exclusive to those who have signed up (e.g. 'Creating customers who create customers').</li><li>• Opportunity to establish brand preference through WOM.</li></ul>

# Sample: Explaining “How Strategy Maps to Purchase”



## Sample: “Plan of Action – Phased Execution”

- A phased approach will provide Organization with flexibility points (e.g. check points to continuously explore, measure, and optimize).
  - What types of content resonate most with the audience.
  - Which media channels are most effective in reaching and engaging audience.
- Provides calculated method to social media to guide users through marketing funnel.



# Sample Tactic Phase 1

## Recommendation

- Greater integration points between Organization X properties (e.g. website and social properties) to allow for increased traffic.
- Optimization of overall ecosystem and content to increase discoverability and overall engagement.

## Tactical considerations

- Integrate social properties with offline and online communications by including social property icon links.
- Integrate Twitter feed across social and website properties.
- Make content 'liquid' and discoverable (e.g. Post YouTube videos within Facebook, tweet videos, post on website, etc.).



# Sample: Success Measurement Framework

Defining a comprehensive measurement plan is a fundamental part of any marketing effort, including social media. A measurement plan should be well thought out since it will be the primary way to establish accountability, transparency, and learning for optimizing your social media program. Each metric used should serve a purpose and inform on the performance and success of the program.

Utilizing **SMART** objectives is a simple but effective way to establish foundational elements for a thorough measurement plan:

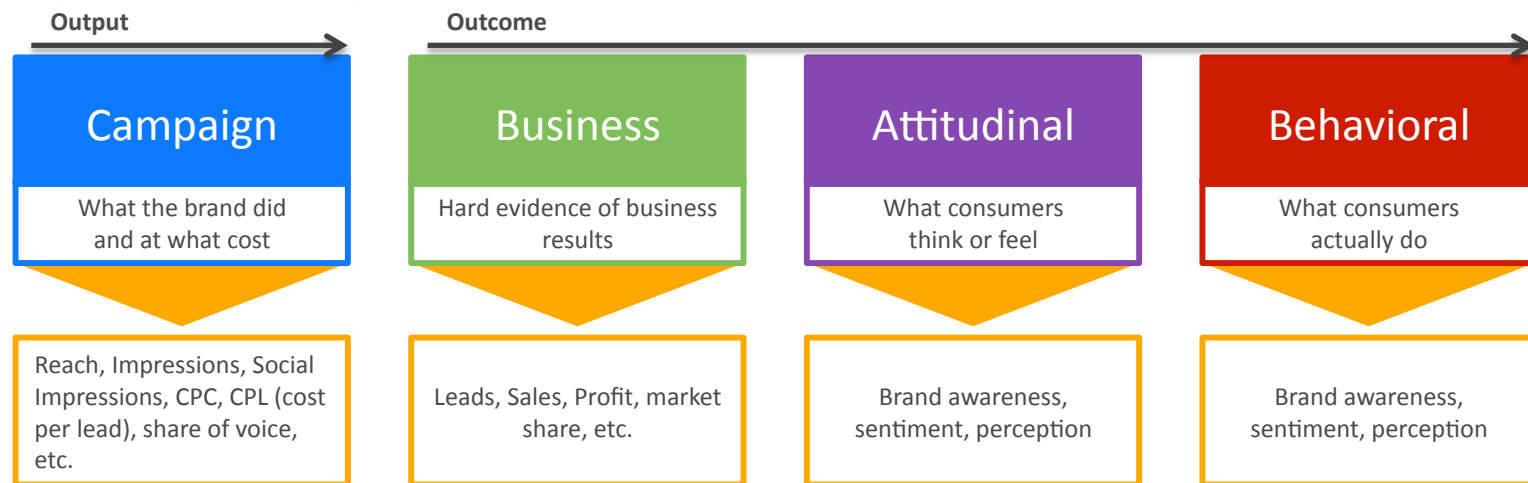
<b>Specific</b>	About what is to be achieved (do not leave room for interpretation).
<b>Measureable</b>	Include quantitative and qualitative metrics that frame the key objectives
<b>Actionable</b>	Within the realm of what can be impacted by communications
<b>Realistic</b>	Goals should be aggressive but reasonable in relation to resources
<b>Timely</b>	To match delivery date of objectives and important decision dates



# Sample: Understanding Measurement

A measurement plan can (and should) consist Quantitative and Qualitative Measurement of various media channels. Each channel is measured in a different way (e.g. Facebook vs. Twitter vs. Paid media). In order to monitor the health of a marketing program, establish a balance of measures that are directly related to the overall marketing objectives.

The below represents examples of qualitative and quantitative metrics specific to different aspects of a marketing/social media program.



Remember.....



# Community Management Update

- Where we are
  - Most teams have shared research notes together
  - Google+ team hosted a hangout
- What's next for 10/24
  - Short presentations
  - Pages launched and populated
  - Introduce to the class
- In class time to huddle